

Norwich-New London, Connecticut

As of March 1, 2011

Housing Market Area





Located along the Atlantic coast, 45 miles southeast of Hartford, Connecticut, the Norwich-New London Housing Market Area (HMA) is coterminous with New London County. The HMA is a major tourist destination for gaming entertainment and is home to the U.S. Navy's Naval Submarine Base New London, which reported a \$4.6 billion economic impact on the HMA in 2009.

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Summary

Economy

Economic conditions have weakened in the Norwich-New London HMA since 2008 because of a reduction in both consumer spending and tourism. During the 12 months ending February 2011, nonfarm payrolls decreased by 1,400 jobs, or 1.1 percent, to an average of 129,500 jobs. The average unemployment rate was 8.7 percent, the highest rate in 20 years. Employment conditions in the HMA are expected to improve starting in the second year of the forecast period.

Sales Market

The home sales market in the HMA is soft, with an estimated 1.8-percent vacancy rate. The median sales price of new and existing single-family homes increased by 2 percent to \$224,400 in the fourth quarter of 2010 compared with the median price in the fourth quarter of 2009. During the forecast period, demand is expected for 1,800 new homes (see Table 1). Since 2000, the other vacant housing supply has increased by 2,125 units to an estimated 9,800 homes. A portion of these units may re-enter the home sales market and satisfy some of the forecast demand.

Rental Market

The rental housing market in the HMA is balanced, with conditions tightening during the past year from previously soft conditions as builders scaled back the production of new units in response to the weaker economy. The current rental vacancy rate is estimated at 7.8 percent. During the forecast period, demand is expected for 400 new rental units (see Table 1). The 50 units currently under construction will satisfy a portion of the forecast demand.

Table 1. Housing Demand in the Norwich-New London HMA, 3-Year Forecast, March 1, 2011 to March 1, 2014

	Norwich-New London HMA		
	Sales Units	Rental Units	
Total Demand	1,800	400	
Under Construction	50	50	

Notes: Total demand represents estimated production necessary to achieve a balanced market at the end of the forecast period. Units under construction as of March 1, 2011. A portion of the estimated 9,800 other vacant units in the HMA will likely satisfy some of the forecast demand.

Source: Estimates by analyst

Economic Conditions

he Norwich-New London, CT-RI Metropolitan New England City and Town Area (NECTA) is a geographic area very similar to the HMA that consists of 20 cities and towns in southeastern Connecticut, as well as the town of Westerly, Rhode Island. The NECTA geography is used in the discussion of nonfarm payroll jobs because payroll employment data for NECTAs are readily available from the Bureau of Labor Statistics.

Nonfarm payrolls in the NECTA have been declining since 2008; however, the declines have slowed. During the 12 months ending February 2011, nonfarm payrolls decreased by 1,400 jobs, or 1.1 percent, to 129,500 jobs, compared with the decline of 5,400 jobs, or 4 percent, during the 12 months ending February 2010 (see Table 2). The local government subsector, which includes both Native Americanowned casinos in the area, accounted for 86 percent of net job losses during the 12 months ending February 2011, with a decline of 1,200 jobs, or 3.9 percent. An estimated 80 percent of

Table 2. 12-Month Average Nonfarm Payroll Jobs in the Norwich-New London HMA, by Sector

	12 Months Ending February 2010	12 Months Ending February 2011	Percent Change
Total Nonfarm Payroll Jobs	130,900	129,500	- 1.1
Goods Producing	18,450	18,100	- 1.6
Mining, Logging, & Construction	3,425	3,400	- 1.0
Manufacturing	15,000	14,750	- 1.8
Service Providing	112,500	111,300	- 1.0
Wholesale & Retail Trade	17,400	17,500	0.4
Transportation & Utilities	4,925	5,025	1.9
Information	1,650	1,550	- 7.0
Financial Activities	3,125	3,200	2.1
Professional & Business Services	9,275	9,200	- 1.0
Education & Health Services	20,000	20,250	1.3
Leisure & Hospitality	14,400	14,450	0.3
Other Services	3,400	3,325	- 2.2
Government	38,250	36,900	- 3.6

Notes: Based on 12-month averages through February 2010 and February 2011. Numbers may not add to totals because of rounding. Nonfarm payroll jobs data are for the Norwich-New London, CT-RI Metropolitan New England City and Town Area.

Source: U.S. Bureau of Labor Statistics

the decrease was in casino employment, including layoffs of 355 employees at Mohegan Sun in September 2010, reflecting a significant decline in tourism resulting from the slowdown in the national and regional economies. Slot machine revenue dropped by \$2.5 billion during the past 2 years to \$16.9 billion in the 2010 fiscal year, down significantly from the peak of nearly \$20 billion in the 2005 fiscal year. The manufacturing sector declined by 400 jobs, or 1.8 percent, during the 12 months ending February 2011 and, in February 2011, Pfizer Inc. announced plans to lay off 1,100 employees at its Groton and New London facilities during the next 18 months. The only net job increases during the past 12 months occurred in the retail trade subsector and the education and health services sector, which gained 230 and 250 jobs, or 1.6 and 1.3 percent, respectively. Since 2000, the education and health services sector has increased by 23 percent, primarily because of growth at local hospitals (see Figure 1). During the 12 months ending February 2011, the average unemployment rate increased to 8.7 percent, up from 8.0 percent during the previous 12 months. This rate represents the highest annual unemployment rate in the HMA over the past 20 years and compares with an unemployment rate of only 6.9 percent during the last major recession in 1992. Figure 2 shows trends in the annual labor force, resident employment, and unemployment rate since 2000.

During the past two decades, new casinos jobs were the major source of employment growth in the NECTA. Annual nonfarm payroll jobs in the NECTA grew continually between 1991 and the end of 2007. The greatest period of growth occurred during the 1990s, with the opening of two casino

Total Nonfarm Payroll Jobs Goods Producing Mining, Logging, & Construction Manufacturing Service Providing Wholesale & Retail Trade Transportation & Utilities Information Financial Activities Professional & Business Services Education & Health Services Leisure & Hospitality Other Services Government - 30 10 20 30

Figure 1. Sector Growth in the Norwich-New London HMA, Percentage Change, 2000 to Current

Notes: Current is based on 12-month averages through February 2011. Nonfarm payroll jobs data are for the Norwich-New London, CT-RI Metropolitan New England City and Town Area. During this period, government sector jobs showed

Source: U.S. Bureau of Labor Statistics

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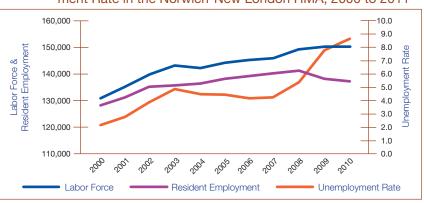


Figure 2. Trends in Labor Force, Resident Employment, and Unemployment Rate in the Norwich-New London HMA, 2000 to 2011

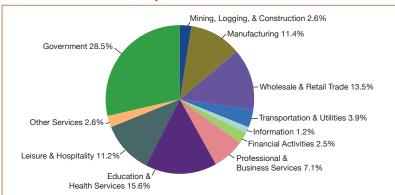
Source: U.S. Bureau of Labor Statistics

resorts: Foxwoods Resort Casino, owned by the Mashantucket Pequot Tribal Nation, and Mohegan Sun, owned by the Mohegan Tribe, which opened in 1992 and 1996, respectively. The strength of the national economy and Norwich-New London's central location between New York City and Boston enabled the NECTA to develop into a major gaming entertainment destination for tourists. As a result, casino revenue and employment grew

rapidly during the 1990s. According to the Connecticut Division of Special Revenue, at Foxwoods and Mohegan Sun casino revenue more than tripled, from \$4.5 billion in the 1994 fiscal year to \$15.8 billion in the 2000 fiscal year. Meanwhile, between 1991 and 1999, payroll jobs in the local government subsector grew by a total of 19,700 jobs, which is an average increase of 2,475 jobs, or 16 percent, annually.

During the 2000s, tourism and gaming entertainment continued to be the primary source of economic growth in the Norwich-New London NECTA. Between 2000 and 2008, employment in the local government subsector increased by an average of 440 jobs, or 1.4 percent, annually, with an estimated 90 percent of the increase representing casino employment. During the same period, Foxwoods Resort Casino and Mohegan Sun continued to grow, although at a somewhat slower pace than during the previous decade, with average annual slot machine revenue of \$19.1 billion during the 2001 through 2008 fiscal years. Currently, Foxwoods Resort Casino and Mohegan Sun

Figure 3. Current Nonfarm Payroll Jobs in the Norwich-New London HMA, by Sector



Notes: Based on 12-month averages through February 2011. Nonfarm payroll jobs data for the Norwich-New London, CT-RI Metropolitan New England City and Town

Source: U.S. Bureau of Labor Statistics

Table 3. Major Employers in the Norwich-New London HMA

Name of Employer	Nonfarm Payroll Sector	Number of Employees
Naval Submarine Base New London	Government	10,550
Foxwoods Resort Casino	Government	9,100
Mohegan Sun	Government	8,650
General Dynamics Electric Boat	Manufacturing	8,300
Pfizer Inc.	Manufacturing	4,900
Lawrence & Memorial Hospital	Education & Health Services	1,900
Dominion Millstone Power Station	Transportation & Utilities	1,650
The William W. Backus Hospital	Education & Health Services	1,575
U.S. Coast Guard Academy	Government	1,300
Connecticut College	Education & Health Services	850

Source: Southeastern Connecticut Enterprise Region

are two of the largest employers in the HMA, employing approximately 9,100 and 8,650, respectively, and the government sector accounts for 28.5 percent of all nonfarm payroll jobs in the NECTA (see Figure 3).

In addition to relying on gaming entertainment, the economy in the Norwich-New London HMA historically has relied heavily on the defense industry. The HMA has been home to the U.S. Navy since 1872 and became the site of the nation's first submarine base in 1916. Naval Submarine Base New London, located along the Thames River in Groton, is the largest employer in the area, with approximately 10,550 employees. Despite the Defense Department recommendation to close the Naval Submarine Base New London, in 2005, the Defense Base Closure and Realignment Commission voted to keep it open. As a result, total employment at the base has remained essentially unchanged during the past decade. In fiscal year 2009, the base reported a direct economic impact of nearly \$4.6 billion on the HMA and employed approximately 3,125 civilians, including 1,600 contractors, as well as 7,275 active duty military. During the same year, the U.S. Coast Guard Academy, located across the river in New London, enrolled 1,550 students. General Dynamics Electric Boat, a defense contractor that manufactures submarines for the U.S. Navy, employs an estimated 8,300 in the HMA. Other leading employers in the region include Pfizer Inc., with 4,900 employees; Lawrence & Memorial Hospital and The William W. Backus Hospital, with 1,900 and 1,575 employees, respectively; and Dominion Millstone Power Station, with 1,650 employees (see Table 3).

Nonfarm payrolls are expected to continue to decline in the next year by 0.6 percent, with limited growth expected in the second year of the forecast period, and only modest growth estimated at 1.6 percent in the third year. Job growth at the casinos is likely to be slow, because it will take time to recover from the decline in slot machine revenue during the past 2 years. General Dynamics Electric Boat is expected to be a source of manufacturing job growth during the forecast period. In December 2008, the U.S. Navy signed a \$14 billion

contract with General Dynamics
Electric Boat to buy eight Virginiaclass submarines, one each year in
2009 and 2010, and two per year in
2011 through 2013. This increase in
production is expected to result in
1,000 new jobs starting in 2011, approximately one-half of which will be
located within the HMA. To facilitate
this expansion, General Dynamics
Electric Boat announced plans in
June 2010 to purchase and renovate
the former Pfizer World Research
Headquarters in New London.

Population and Households

he population of the Norwich-New London HMA, as of March 1, 2011, was estimated at 275,000, reflecting an increase of approximately 1,450, or 0.5 percent, annually since 2000 (see Table DP-1 at the end of this report). According to the Census Bureau, as of April 1, 2010, the population of the HMA was 274,055.

Since 2000, more than 60 percent of the population growth resulted from net natural change (resident births minus resident deaths), which averaged approximately 910 a year and is expected to remain unchanged during the forecast period. Net in-migration averaged 550 people annually during the same period. The population grew fastest from 2000 through 2006, averaging 0.8 percent a year with an average net in-migration of 1,325 people annually, reflecting strong growth in casino employment. As economic conditions weakened, however, this

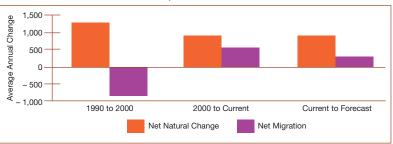
trend reversed, resulting in net outmigration of an estimated 620 people annually and reducing annual population growth to an average of less than 0.1 percent from 2006 through April 1, 2010. With job losses slowing, from April 1, 2010, to the current date, net migration into the HMA increased to an estimated 120 people and the population increased by an estimated 950 people, an annual rate of 0.4 percent. During the forecast period, net in-migration is expected to increase to an average of 270 people a year as economic conditions and job growth slowly improve. The population of the HMA is expected to grow at 1,175, or 0.4 percent, annually during the next 3 years. See Figure 4 for components of population change from 1990 through the forecast period.

An estimated 107,300 households currently reside in the Norwich-New London HMA. Since 2000, household growth averaged 680 households

a year, or 0.7 percent. Of the current households, an estimated 73,200, or 68.2 percent, are owner households and the remaining 34,100 are renter households (see Figure 5). Owner households have increased at an average rate of of 0.9 percent annually since 2000. In comparison, the number of renter households increased

at an average annual rate of only 0.2 percent during the decade. The number of households is expected to grow by 530, or 0.5 percent, annually during the next 3 years to a total of 108,900. See Figure 6 for population and household growth from 1990 through the forecast period.

Figure 4. Components of Population Change in the Norwich-New London HMA, 1990 to Forecast



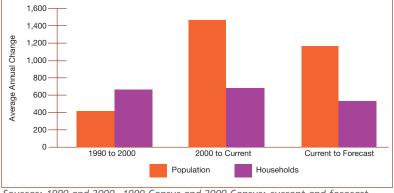
Sources: 1990 and 2000—1990 Census and 2000 Census; current and forecast—estimates by analyst

Figure 5. Number of Households by Tenure in the Norwich-New London HMA, 1990 to Current



Sources: 1990 and 2000—1990 Census and 2000 Census; current—estimates by

Figure 6. Population and Household Growth in the Norwich-New London HMA, 1990 to Forecast



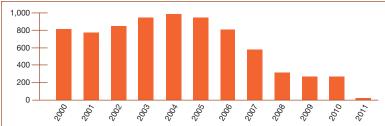
Sources: 1990 and 2000–1990 Census and 2000 Census; current and forecast–estimates by analyst

Housing Market Trends

Sales Market

Due to job losses during the past 2 years, the home sales market in the Norwich-New London HMA is soft. According to the Connecticut Statewide MLS, Inc., 2,025 new and existing single-family homes were sold in New London County in 2010, up 50 homes, or 3 percent, compared with 2009 when the number of home sales increased by 100, or 5 percent, from a low of 1,875 homes sold in 2008. Despite increasing sales during the previous 2 years, the number of single-family homes sold in 2010 was down 41 percent from the average annual rate of 3,425 homes sold from 2003 through 2006. The median sales price of new and existing single-family homes increased 2 percent in the fourth quarter of 2010 to \$224,400 compared with the median price in the fourth quarter of 2009, but it remained 24 percent below the peak of \$295,000 in the second quarter of 2007. As the number of homes sold and the median sales price both have increased recently, foreclosure rates have decreased. According to LPS Applied Analytics, as of February 2011, 7.6 percent of the total number of home loans in the HMA were 90 or more days delinquent, in foreclosure, or in REO (Real Estate Owned), down from 7.9 percent a year earlier.

Figure 7. Single-Family Building Permits Issued in the Norwich-New London HMA, 2000 to 2011



Notes: Includes only single-family units. Includes data through February 2011. Source: U.S. Census Bureau, Building Permits Survey

Single-family home construction, as measured by the number of building permits issued, peaked during 2004, when 990 homes were permitted. Based on preliminary data, during the 12 months ending February 2011, 250 single-family home permits were issued, which is relatively unchanged from the level during the previous 12 months but represents a decline compared with the average of 560 homes permitted annually from 2006 through 2008 (see Figure 7). New single-family developments in the HMA include White Oak Farm in Colchester, Connecticut, which includes sites for 134 homes. Starting prices for three- and four-bedroom singlefamily homes at White Oak Farm range from \$366,000 to \$435,000.

In 2010, condominiums represented nearly 13 percent of all new and existing home sales in the HMA. The number of condominium sales decreased 15 percent, to 290 units, in 2010 compared with the number sold in 2009. The median sales price of a condominium in the fourth quarter of 2010 was \$164,500, relatively unchanged from the previous year, but down 15 percent from the peak price of \$193,250 in the second quarter of 2008. Recent condominium developments include New London Harbour Towers, a 9-story, 52-unit condominium project, which opened in April 2010 in New London. Prices for a mid-level, two-bedroom unit range from \$400,000 to \$500,000. Other recent developments include Seaside Village, a 53-unit condominium and townhome development in downtown Niantic, with one- and two-bedroom condominiums starting at \$184,900 and \$289,900 and twobedroom townhomes starting at

\$300,000. The price for a typical new single-family home in the area ranges from \$300,000 to \$400,000 and for a typical new condominium ranges from \$200,000 to \$300,000.

Table 4. Estimated Demand for New Market-Rate Sales Housing in the Norwich-New London HMA, March 1, 2011 to March 1, 2014

Price Range (\$)		Units of	Percent
From	То	Demand	of Total
140,000	199,999	180	10.0
200,000	249,999	180	10.0
250,000	299,999	450	25.0
300,000	399,999	540	30.0
400,000	499,999	180	10.0
500,000	and higher	270	15.0

Note: A portion of the estimated 9,800 other vacant units in the HMA will likely satisfy some of the forecast demand.

Source: Estimates by analyst

expected for a total of 1,800 new homes. A portion of the demand will be satisfied by the 50 homes currently under construction. Demand is expected for 250, 700, and 850 new homes in the first, second, and third years of the forecast period, respectively. Table 4 illustrates estimated demand for new market-rate sales housing in the HMA by price range. Builders should be aware of the estimated 9,800 other vacant units currently in the inventory because it is likely that a portion of these homes will return to the home sales market and satisfy some of the forecast demand.

During the next 3 years, demand is

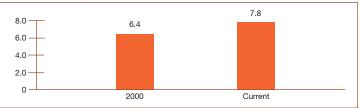
Rental Market

Despite the decline in employment, the Norwich-New London HMA rental market is currently balanced, with conditions tightening somewhat during the past year from softer conditions in response to limited new additions to the rental inventory. The current rental market vacancy rate is estimated at 7.8 percent compared with a rate of 6.4 percent in 2000, when the rental market was very tight because of expansions at the casinos (see Figure 8). Balanced rental market vacancy rates in the HMA typically range from 7 to 8 percent, resulting from relatively high job turnover in gaming entertainment. According to Reis, Inc., the apartment vacancy rate

in the HMA was 6.0 percent during the first quarter of 2011, down from 7.2 percent during the first quarter of 2010. The average effective apartment rent (including concessions) in the first quarter of 2011 was \$918, up \$8, or nearly 1 percent, from the first quarter of 2010. Average monthly concessions currently represent \$35, or nearly 4 percent of asking rent, compared with an average concession of \$23, or slightly less than 3 percent, during the growth period from 2000 through 2008. During the first quarter of 2011, apartment market rents in the area averaged \$870 for a one-bedroom unit, \$1,000 for a two-bedroom unit, and \$1,450 for a three-bedroom unit.

As a result of weak economic conditions, the number of new units permitted has declined sharply during the past 2 years. Based on preliminary data, during the 12 months ending February 2011, 60 multifamily units were permitted, down from the 160 units permitted in the previous 12 months.

Figure 8. Rental Vacancy Rates in the Norwich-New London HMA, 2000 to Current



Sources: 2000-2000 Census; current-estimates by analyst

During the peak year of 2004, 700 multifamily units were permitted, and, from 2006 through 2008, an average of 230 units was permitted annually (see Figure 9). After 2000, rental units have accounted for approximately 60 percent of all multifamily permits.

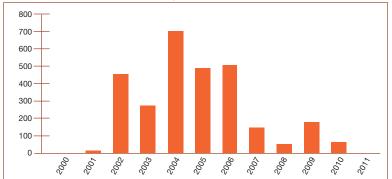
Recent multifamily developments include new rental housing for military families located in Groton. In 2004, the U.S. Navy sold approximately 2,100 units of rental housing in the vicinity of the Naval Submarine Base New London to a private company, Balfour Beatty Communities, LLC. Since 2004, Balfour Beatty Communities has demolished nearly 800 older units and developed approximately 550 new replacement units, resulting in a net decline of 250 units. Currently, military families occupy approximately 4,600 rental units, or nearly 14 percent

of the rental market in the HMA, including 1,600 units of U.S. Navy rental housing and 3,000 private rental units. Although declines in casino employment since 2008 have weakened the rental market somewhat, the relatively constant U.S. Navy staffing has acted as a significant stabilizer contributing to balanced rental market conditions in the HMA.

Although no significant new market rate developments are currently under construction, Peach Tree Apartments is a planned 120-unit apartment development in Norwich that will replace an apartment building destroyed by fire in 2008. Smaller developments in the HMA include American Hellenic Educational Progressive Association 250-V Apartments, a 52-unit affordable elderly housing project in East Lyme, and Summitwoods II, a 22-unit affordable housing development in Norwich.

During the next 3 years, demand is expected for 400 new market-rate rental units in the HMA, with annual demand increasing from 50 units in the first year to 200 units in the third year of the forecast period. The 50 units currently under construction will meet a portion of this demand. Table 5 shows estimated demand by rent level for new market-rate rental housing in the HMA during the forecast period.

Figure 9. Multifamily Building Permits Issued in the Norwich-New London HMA, 2000 to 2011



Notes: Includes all multifamily units in structures with two or more units. Includes data through February 2011.

Source: U.S. Census Bureau, Building Permits Survey

Table 5. Estimated Demand for New Market-Rate Rental Housing in the Norwich-New London HMA, March 1, 2011 to March 1, 2014

	One Bedroom		Two Bedrooms		Three or More Bedrooms		
-	Monthly Gross Rent (\$)	Units of Demand	Monthly Gross Rent (\$)	Units of Demand	Monthly Gross Rent (\$)	Units of Demand	
	850 to 1,049	75	1,000 to 1,199	150	1,200 to 1,399	80	
	1,050 to 1,249	15	1,200 to 1,399	30	1,400 to 1,599	20	
	1,250 to 1,449	10	1,400 to 1,599	10	1,600 to 1,799	10	
	Total	100	Total	190	Total	110	

Source: Estimates by analyst

Data Profile

Table DP-1. Norwich-New London HMA Data Profile, 1990 to Current

				Average Annual Change (%)	
	1990	2000	Current	1990 to 2000	2000 to Current
Total Resident Employment	123,736	128,697	137,500	0.4	0.7
Unemployment Rate	5.5%	2.2%	8.7%		
Nonfarm Payroll Jobs	114,100	128,100	129,500	1.2	0.1
Total Population	254,957	259,088	275,000	0.2	0.5
Total Households	93,245	99,835	107,300	0.7	0.7
Owner Households	60,315	66,562	73,200	1.0	0.9
Percent Owner	64.7%	66.7%	68.2%		
Renter Households	32,930	33,273	34,100	0.1	0.2
Percent Renter	35.3%	33.3%	31.8%		
Total Housing Units	104,461	110,674	121,300	0.6	0.8
Owner Vacancy Rate	2.2%	1.3%	1.8%		
Rental Vacancy Rate	8.4%	6.4%	7.8%		
Median Family Income	\$43,256	\$59,857	\$76,201	3.3	2.2

Notes: Employment data represent annual averages for 1990, 2000, and the 12 months through February 2011. Median family incomes are for 1989, 1999, and 2009. Nonfarm payroll jobs data are for the Norwich-New London, CT-RI Metropolitan New England City and Town Area.

Sources: U.S. Census Bureau; U.S. Department of Housing and Urban Development; estimates by analyst

Data Definitions and Sources

1990: 4/1/1990—U.S. Decennial Census

2000: 4/1/2000—U.S. Decennial Census

Current date: 3/1/2011—Analyst's estimates

Forecast period: 3/1/2011–3/1/2014—Analyst's

estimates

Demand: The demand estimates in the analysis are not a forecast of building activity. They are the estimates of the total housing production needed to achieve a balanced market at the end of the 3-year forecast period given conditions on the as-of date of the analysis, growth, losses, and excess vacancies. The estimates do not account for units currently under construction or units in the development pipeline.

Other Vacant Units: In HUD's analysis, other vacant units include all vacant units that are not available for sale or for rent. The term therefore includes units rented or sold but not occupied; held for seasonal, recreational, or occasional use; used by migrant workers; and the category specified as "other" vacant by the Census Bureau.

For additional data pertaining to the housing market for this HMA, go to www.huduser.org/publications/pdf/CMARtables_Norwich-NewLondonCT 11.pdf.

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This analysis has been prepared for the assistance and guidance of the U.S. Department of Housing and Urban Development (HUD) in its operations. The factual information, findings, and conclusions may also be useful to builders, mortgagees, and others concerned with local housing market conditions and trends. The analysis does not purport to make determinations regarding the acceptability of any mortgage insurance proposals that may be under consideration by the Department.

The factual framework for this analysis follows the guidelines and methods developed by HUD's Economic and Market Analysis Division. The analysis and findings are as thorough and current as possible based on information available on the as-of date from local and national sources. As such, findings or conclusions may be modified by subsequent developments. HUD expresses its appreciation to those industry sources and state and local government officials who provided data and information on local economic and housing market conditions.

For additional reports on other market areas, please go to www.huduser.org/publications/econdev/mkt_analysis.html.